



# DEMARUS PERRY

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## PROFESSIONAL SUMMARY

Highly motivated and experienced marketing professional with over 13 years of experience in digital marketing and marketing automation. Proficient in Salesforce Marketing Cloud, Google Ads, SEM, SEO, and email marketing. Skilled in data analysis, campaign management, and optimizing marketing funnel strategies to drive growth and increase ROI. A Salesforce Ranger certified professional with a proven track record of creating successful marketing campaigns that have driven revenue growth and customer retention.

## SKILLS

- Marketing strategy development
- Demand Generation
- Team Management
- Marketing Automation
- Conversion Funnel Optimization
- Paid Traffic and Customer Acquisition
- Content Marketing
- Copywriting
- Testing and Conversion Rate Optimization

## EXPERIENCE

### SEM Manager

July 2022 - Current

Telrite Corp. | Covington, GA

- Manage \$650,000 monthly ad spend across three MVNO wireless brands.
- Reduced the CPA of the flagship brand by 39% from \$249 to \$152 in a single quarter by implementing and optimizing a digital sales funnel.
- Implemented an email campaign that included a multi-step follow-up sequence and segmentation that contributed to the CPA change.
- Restructured the digital strategy to focus on growth instead of direct sales only.
- Oversee and coordinate email, ads, sales, SEO, and social marketing.
- Reported on results and recommend ways to improve future campaigns.

### Senior Marketing Automation Specialist

October 2020 - July 2022

AGCO Corp | Alpharetta, Georgia

- Operated Salesforce Marketing Cloud to create campaigns to support lead nurture, lead scoring, event promotion, and data management.
- Produced marketing campaign assets including emails, landing pages, and forms within the marketing automation editor.
- Created Accounts, Data Extensions, Users, and Roles across multiple business units in Marketing and Social Studio.
- Performed data analysis to assist with the implementation of improvements to performance and deliverability.
- Developed custom reports and dashboards and deployed them for different business user levels.

## **Ecommerce Marketing Manager**

December 2019 - June 2020

U.S. Auto Sales | Duluth, Georgia

- Administered & executed paid marketing activities including Google Ads/SEM, and multi-media (e.g Social media, OTT, radio, billboard).
- Managed \$250,000.00 monthly ad spend for 30 locations in 4 states divided across 4 vendors.
- Optimized Google keyword strategy and Improved Google Ad Quality Score from 3.8 to 6.2 in one fiscal quarter Increased monthly lead generation by 22% in the first 60 days.
- Reduced Ad spend by an estimated \$300,000 per year by streamlining the Google PPC methodology and hiring a new vendor.
- Managed the company's web presence, and oversaw the complete overhaul and redesign of the company website.
- Managed a team of 5.

## **E-Commerce Performance Manager**

September 2018 - December 2019

Dealer Inspire | Naperville, Illinois

- Established relationships with clients to understand their specific needs and increased my average MRR per client by \$17,500.
- Directed and onboarded a team of 3 account managers and 6 staff.
- Acted as the primary point-of-contact for over 40 accounts across Southeast US & maintained contact with accounts at a high, executive level focusing on the strategic nature of the relationship.

## **EDUCATION**

Certification - Salesforce Ranger

Salesforce

SALESFORCE.COM, Salesforce Marketing Cloud Administrator & Salesforce Administrator Certification in progress.

Certification - Google Ads & Google Analytics

Google

Google Ads search, display, video, measurement, shopping, & analytics certifications.

Bachelor of Science - Business Administration

DeVry University, Columbus, Ohio